

[How to Create an E-Newsletter People Will Actually Read](#)

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E-newsletters have proven to be a great way for attorneys and other professionals to keep in regular touch with clients, prospects and referral sources. But an e-newsletter does you no good if no one is reading it. Here are 10 tips to ensure you create an e-newsletter that people actually want to read:

- 1. Ask why.** Before you begin an e-newsletter program, ask yourself why you want one. As I noted above, one of the main reasons law firms send out e-newsletters is that it's an inexpensive and effective way to keep in touch with clients who may need you again or referrals sources who need reminding that you exist. The goals for your e-newsletter should align with your business goals.
- 2. Find your focus.** Your e-newsletter should have a singular topic focus that reflects what you do.
- 3. Remember the 90/10 rule.** Your e-newsletter content should be 90% educational and only 10% promotional.
- 4. Set expectations.** In the subscribe box of your e-newsletter, offer a preview of what subscribers can expect in each issue in general terms.
- 5. Create compelling subject lines.** Take extra time with your subject lines to make sure they really entice people to open your email.
- 6. Have one call-to-action.** Choose one main thing you want your subscribers to do and make it simple for them to do it.
- 7. Feature a clean design and minimal copy.** Readers can be overwhelmed by too much content. If you have a longer feature you want them to read, send them to your blog or website.
- 8. Include alt text for images.** If your recipients don't have images enabled on their email, your images will appear as question marks. Be sure that your images have alt text, which is the alternative text that appears when images are not loaded in an email.
- 9. Make it easy to unsubscribe.** You want an engaged subscriber list, so don't make it difficult for those who don't want to hear from you to unsubscribe. This will also protect your e-newsletter from being marked as spam.



10. Keep testing. It takes a little time to determine what resonates with each audience, and the way you do this is to test. Try different subject lines or calls-to-action to see what works best for your firm.

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Aug. 22 Online Seminar: 5 Sure Fire Ways To Grow Your Law Firm's Clientele

As the owner or partner of a small law firm, you have a lot of responsibilities: finding new clients, handling consultations, doing great work, maintaining a high level of quality control, all while running a business.

The best way to consistently grow your practice is to put systems into place that can help you market and grow your law firm without requiring a lot of work on your part.

Join us on Thursday, Aug. 22 at 11 a.m. PT/2 p.m. ET for a one-hour information packed online seminar on the [5 Sure Fire Ways To Grow Your Law Firm's Clientele](#), where you will discover:



- The **most powerful question you can ask** a potential referral source
- How to **effectively use speaking, seminars, and presentations** to get more leads and land more clients
- How to **utilize LinkedIn** to build relationships with targeted referral sources
- How to **proactively stay in touch with current and former clients** so you stay "top of mind"
- A proven technique to start getting **more repeat business from former clients**

[Register online now](#) for the live, on-hour online seminar, *5 Sure Fire Ways To Grow Your Law Firm's Clientele*, on Thursday, Aug. 22 at 11 a.m. PT/2 p.m. ET.

Can't make it at this time? [Sign up anyway](#) and receive a recording of the online seminar to watch at your convenience.



Stephen is the CEO of The Rainmaker Institute, the nation's largest law firm marketing company specializing in lead conversion for small law firms and solo practitioners. Over 9,000 attorneys nationwide have benefited from learning and implementing the proven marketing and lead conversion strategies taught by The Rainmaker Institute, LLC.

He works exclusively with attorneys and partners at small and solo law firms to find new clients fast using online and offline legal marketing strategies and to convert more prospects into paying clients using automated marketing and by fixing their follow up systems.

Stephen is a nationally recognized law firm marketing expert and the international best-selling author of 12 books and 10 audio and video training programs.



He is a Registered Corporate Coach (RCC) through the Worldwide Association of Business Coaches, has a Master's degree in Counseling and a second Master's in Clinical Psychology. Stephen's doctoral training is from Wheaton College (IL) in Clinical Psychology and he practiced as a therapist for several years in Virginia and Chicago. After leaving the field of clinical psychology Stephen founded and ran two technology companies, one in the restaurant industry and another in the health sciences field prior to launching Today's Leadership Coaching, LLC, a Chicago-based professional business coaching and consulting firm.

The Rainmaker Institute, LLC grew directly out of his experiences first speaking to, then coaching, consulting with, and training attorneys.

Stephen's work has been noted and quoted in the American Bar Association's Journal, Entrepreneur, Inc., Fortune Small Business, Harvard Management Update, Business Advisor, the Chicago Tribune, Crain's Chicago Business, and on the front covers of AdvantEdge and Choice magazines. He is a member of the prestigious National Speaker's Association and his Rainmaker seminars are sponsored several times every year by some of the largest state and local bar associations in the country.

On a personal note, Stephen loves to travel and has been to 33 countries. He enjoys boating, fishing and his two Bichon Frise dogs, is married to his college sweetheart, Ruth, and loves living in the desert just outside of Phoenix, Arizona.

For more information or to purchase one of Stephen's law firm marketing products click here.

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